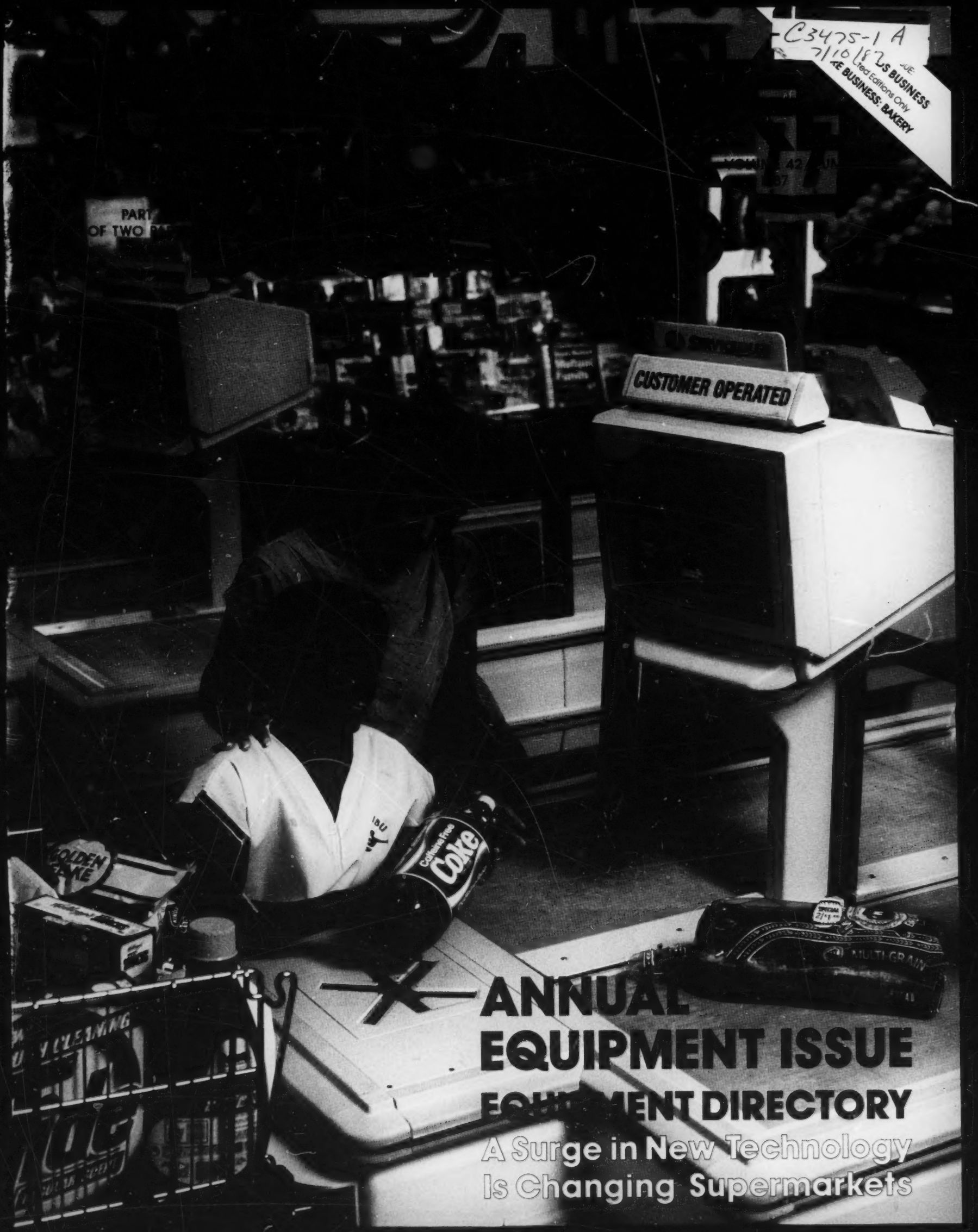
C3475-1 A
7/10/87
US BUSINESS
Ited Editions Only
AE BUSINESS: BAKERY



ANNUAL EQUIPMENT ISSUE

EQUIPMENT DIRECTORY

A Surge in New Technology
Is Changing Supermarkets

EDITOR-IN-CHIEF
Kenneth P. Parich

SENIOR EDITOR
Robert J. Hughes

FEATURES EDITOR
Kevin Coupe

ASSOCIATE EDITORS
Peter Leviten
Frank Hammel

EDITORIAL ASSISTANT
Karen L. Jones

ART DIRECTOR
Mitch Shostak

ART ASSOCIATE
Andrea L. Gallo

CONTRIBUTING EDITORS
Marketing: **Len Daykin**
Produce: **Barney H. McClure**
Technology: **Richard Shulman**
Store Planning: **David Rogers**
Washington: **John Baskin**

ASSOCIATE PUBLISHER
Carol Fenshoit

CIRCULATION DIRECTOR
Sarah B. Wolf

PRODUCTION DIRECTOR
Dennis Davidson

PRODUCTION COORDINATOR
Maureen Matthews

RESEARCH DIRECTOR
David Litwak

RESEARCH COORDINATOR
Lauren Lekoski

ADVERTISING SALES

EAST
SOUTHEAST REGIONAL SALES MANAGER
Peter Beyrent

NORTHEAST REGIONAL SALES MANAGER
Thomas Dean

EAST COAST SALES MANAGER
Maggie McAleer

REGIONAL SALES MANAGER
Janet Isenberg

Fieldmark Media
25 W. 43rd St., Suite 707
New York, N.Y. 10036

CHICAGO
VICE PRESIDENT, NATIONAL ACCOUNTS
Dave Wishard

REGIONAL SALES MANAGERS
Doug Koda
Phil Saran

Fieldmark Media
7366 N. Lincoln
Lincolnwood, Ill. 60646
312-673-6737

WEST COAST
Sue Marriff

Fieldmark Media
16133 Ventura Blvd., Suite 1200
Encino, Calif. 91436
818-783-5888

FIELDMARK MEDIA
25 W. 43rd Street, Suite 707
New York, N.Y. 10036
212-354-5169

PRESIDENT AND PUBLISHER
Jeffrey A. Schaeffer

VICE PRESIDENT, FINANCE
Eric Braunstein

VICE PRESIDENT, ADMINISTRATION
Catherine Cahill

VICE PRESIDENT
Carol Fenshall

CORPORATE OFFICERS
SOSLAND PUBLISHING COMPANY
CHAIRMAN
Morton I. Sosland

VICE CHAIRMAN
Neil N. Sosland

PRESIDENT & CEO
Jeffrey A. Schaeffer

VICE PRESIDENT-EDITORIAL DIRECTOR
Kenneth P. Parich

VICE PRESIDENTS:
Mark Sabo,
Mel Sjerven

TREASURER
Melanie Townsend

COVER PHOTOGRAPHY
Ed Lallo

SUPERMARKET BUSINESS Magazine (ISSN 0196-5700) is published monthly by Sosland Publishing Co., 25 W. 43rd St., New York, N.Y. 10036. Telephone: 212-354-5169. Circulated free of charge to grocery retailers and wholesalers. U.S. subscriptions $40 per year. Canada, $45 per year. Foreign subscriptions $55 (seamail), $205 (airmail), per year. Single copies $4 except Consumer Expenditures Study (September issue) $25 per copy. (Discount prices available on multiple purchases.)
Copyright © 1987 Sosland Publishing Co. All rights reserved.
Second class postage paid at New York, N.Y. and additional mailing offices.

VBPA ABP Association Of Business Publishers, Inc.

SUPERMARKET BUSINESS

VOLUME 42
NUMBER 7

PART ONE
OF TWO PARTS

JULY 1987

ANNUAL EQUIPMENT ISSUE **23**
TODAY'S EQUIPMENT, TOMORROW'S STORE
FRANK HAMMEL
Technology is a strong ally to the supermarket operator in his search for service and cost-saving. Equipment manufacturers find new ways to control labor and energy costs.

EQUIPMENT IN THE 1990'S: THE RETAILER'S PERSPECTIVE **29**
DAVID LITWAK
Just as equipment is evolving, so has the attitude of retailers. A survey of supermarket retailers shows those changes.

CANADA, PART II: THE CHAINS/BOB HUGHES & KEVIN COUPE **33**
The successful chains in Canada think like independents, by fine-tuning their stores to each marketplace.

IN VANCOUVER, SAVE-ON'S BULK BRINGS BIG BUCKS **34**
This warehouse store chain features an enormous bulk foods section, service departments and impressive nonfoods and low prices.

IN VANCOUVER, SAFEWAY'S SLEEK NEW SUPER STORE STIRS THINGS UP **41**
The management at Canada Safeway encourages entrepreneurial thinking, which has led to sales gains.

IN CHARLOTTETOWN, SOBEY'S MONSTER SCARES UP SALES **46**
"The Green Monster," a Sobey's warehouse store on Prince Edward Island, finds a home.

INSTORE BUSINESS* OPPOSITE PAGE **51**
'SIMONIZING' TOM THUMB'S BAKERY/PETER LEVITEN
More of the bakeries at Tom Thumb-Page's combo stores are sporting Simon David's upscale approach.

EQUIPPING THE BAKERY FOR THE 1990'S: THE PUSH FOR A NEW KIND OF MAIN STREET/FRANK HAMMEL **15A**

AT A NEW HOUSTON FIESTA MART, THE BAKERY LETS 'EM LINGER/BOB HUGHES & KEVIN COUPE **17A**
Wedged into a corner of the store, this new scratch bakery at Fiesta Mart features a relaxing coffee counter.
NEW PRODUCTS **22A**
*In selected editions only

NONFOODS BUSINESS **51**

OFF-SHELF MERCHANDISING FREES UP SPACE FOR GREATER SALES/PETER LEVITEN & KEVIN COUPE **53**
Despite the growth in the average size of new supermarkets, space can still be a problem for nonfoods display. One solution is off-shelf merchandising, which can give a retailer greater freedom.

ABCO STICKS TO BASICS FOR BETTER NONFOODS SALES **63**
PETER LEVITEN
Although this Phoenix-based retailer has few pharmacies and no video rental departments, nonfoods is 14 percent of sales.

SAMI UPDATE ..... **67** **NEW PRODUCTS** **70**

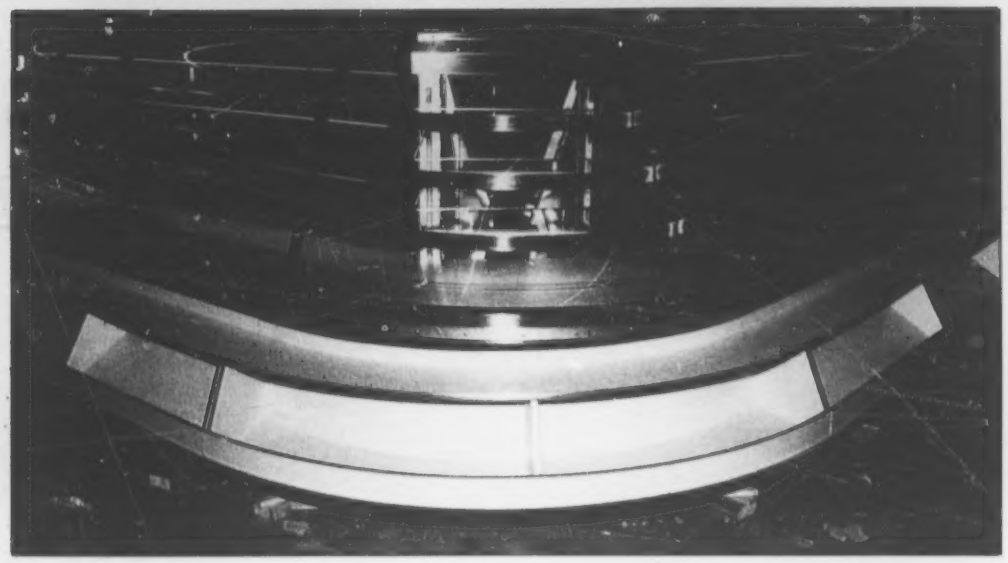
ANNUAL STORE PLANNERS EQUIPMENT GUIDE **77**
SUPERMARKET BUSINESS's largest equipment guide ever provides a listing of essential manufacturers and services.

LIST OF SUPPLIERS **88**
Addresses, telephone numbers of all Directory manufacturers.

CHECKOUT: TOUCH & GO—A NIFTY NEW VIDEO TERMINAL AT MONTREAL'S MAXI/BOB HUGHES **98**

OTHER FEATURES AND DEPARTMENTS:

EDITOR'S VIEW **7**
TRADESCAN **11**
WASHINGTON BRIEF **17**
TECHNOLOGY **20**
PRODUCE **73**
MAY'S CONTEST: LIST OF CORRECT ENTRIES **95**
THE JULY CONTEST **97**
AD INDEX **97**



Instore crushing machines could help retailers shoulder the new burden of state bottle bills.

This case, designed by Hussmann-L.A. for a Piggly Wiggly unit in North Charleston, S.C., is one of the most dramatic examples of the current trend to create an unbroken flow of illuminated product— even if the case takes a right-angle turn.

wheels, wilting lettuce and melting the specialty chocolate department, too much external brightness mars even the prettiest curved glass case, according to Hussmann-L.A.'s Roland Teed. "I've seen some stores where the lighting over the cases is brighter than the cases inside. It creates a mirror image. You don't see the product anymore, you see yourself."

Another area with great potential for lighting enhancement, according to Herb Ross, president of Herb Ross Designs Inc. (New York) is the trend toward miniaturization. This, he says, could clean up "ceilings that look like they're pock-marked." He adds that instead of just having shielded strip lighting on gondolas, the grocery display could be fine-tuned, with illumination on each shelf.

General Electric's Frank LaGiusa agrees. "There's a new generation of compact light sources in all categories," he says. "The state-of-the-art fluorescent is the biaxial lamp, which gives good color rendering in a compact size. It's spawning a new generation of smaller fixtures for smaller spaces and lower ceilings, with lots of intensity, and yet not glary."

Custom vs. modular

Better illumination isn't the only area where instore equipment can be markedly improved, according to Herb Ross, who closed at workshop on "The 1990s and Beyond" at FMI's convention in May with the words, "Think Modular."

"I'd like to see shelving units and cases made more compatible, so they could butt together," Ross says. "So if I bought a food warmer from company 'A' and a deli case from company 'B,' they'd be compatible. Like car tires—I can put a Firestone tire on my car; it came with Michelins, and it will still fit. Modular to me also means putting more things—gondolas, checkouts—on wheels."

Hill's Don Jones seconds that notion, adding that retailers wouldn't be the only ones to benefit from a modular push. "As a

Continued on page 89

EQUIPMENT IN THE 1990'S

THE RETAILER'S PERSPECTIVE

Just as equipment is evolving, so has the attitude of retailers towards it. A survey of supermarket retailers around the country points up some of the changes in thinking about equipment today.

BY DAVID LITWAK, DIRECTOR OF RESEARCH

With 1987 half over, we enter a time period that traditionally signals the beginning of the season set aside for "industrially looking ahead." It happens somewhere around the middle of the seventh year of any decade, when industries begin to examine where they are, and to think about what's ahead in the next decade.

This is the season when corporate planners, industry analysts, and trade publications revel in the joy spinning their collective wisdoms, and pontificating on all manner of operating phenomena for the upcoming 10 years. While these exercises are often fun for the participants, and their results looked upon in a lighter manner, they do turn quite serious whenever the outlays of large capital expenditures lie in the balance.

Planning and equipping new or remodeled stores is such a task, so one must look closely at conditions in the near future before making any decisions.

Into the next decade

The choice of store equipment for today's new store must be a decision made with clear consideration of what that store will need to be successful well into the next decade. Whether the equipment chosen to go into that store is standard or state-of-the-art will depend on what projections have been made for where the store is going to be located and what it will take to compete successfully in that given location.

Over the last decade there have been many changes and additions to basic store equipment. For example, cash registers turned from electric to electronic to laser-driven computer terminals; we're putting in the service department cases we took out 30 to 40 years ago—except now they're made of

wood with curved glass; labels printed by electronic scales have replaced grease pencils; computers control the store's climate, and our backrooms are starting to look more like cafeteria kitchens than stock areas. All of this has made the job of choosing the right equipment that much harder, and the net result of the process that much costlier.

In order to get a clearer picture of what kinds of equipment supermarkets will be using as we move into the 1990's, SUPERMARKET BUSINESS surveyed grocery executives at leading retailers, whose job it is to make decisions on which equipment would be going into their company's stores. These executives were asked what kinds of departments and equipment they were now putting into their new and remodeled stores, and were asked for their thoughts on the future directions of store equipment. The results of the survey in terms of what kinds of departments and specific types of equipment are being considered or purchased are listed on the accompanying tables.

Mainly service

Certainly it is no great surprise to anyone who has read INSTORE BUSINESS over the last several years that service delis and instore bakeries lead the list of departments that are being included in most new or remodeled stores. Service fish is another department that over 80 percent of the companies responding will be placing in at least two-thirds of their new stores. In fact, going down the list in Table 1, it is clear that service departments dealing with all kinds of food products, and especially prepared foods, are on the increase.

These departments are important from the standpoint of store equipment because they are equipment intensive. Scratch bakeries, delis that offer a selection of prepared foods, service fish and meat departments all utilize a lot of specialized equipment, both in the form of cases and food preparation equipment. Table 2 lists some of the basic kinds of equipment used in bakeries and delis, and shows just how prevalent each is in new stores.

"I recommend equipment and work with engineering to point our retailers in the right direction as to the quality products and good service," says a director of merchandising for a large southwestern wholesaler, who preferred not to be quoted directly. "With almost 95 percent of our people's stores planned with bakeries and delis," he says, "we're very interested in those areas of equipment for the future success of our retailers' stores." He goes on to explain the emphasis on equipment for producing and displaying prepared foods, such as those offered by bakeries and delis: "bakery and

Continued on page 89

"I've wondered why manufacturers don't ask us questions," says one retailer. "They study the market but they never really ask us what's good and not good."

TABLE 1

Percent of companies surveyed that will put various service departments in new and remodeled stores

% Depts.	% of Stores Having Each Dept.						
	0%	25%	33%	50%	67%	75%	100%
Instore Bakeries	7%	–	–	15%	7%	–	71%
Salad Bars	29	7	7	7	14	–	36
Snack Bar/Restaurants	71	–		–	–	7	22
Automatic Teller Machines	50	–	–	–	14	–	36
Service Deli	–	–	–	7	14	–	79
Pharmacy	64	7	–	–	7	–	22
Sit-Down Eating Area	57	–	–	7	–	–	36
Service Fish	14	–	–	7	22	14	43
Service Meat	43	7	7	7	7	7	22
Video Cassette Rentals	39	–	–	–	15	–	46
Franchised Areas	71	–	–	7	–	7	15

TABLE 2

New or remodeled stores Using various types of equipment

Service Deli*	**In Stores (%)**
Service Display Cases	100
Food Service (Hot & Cold)	93
Self-Service Cases	86
Rotisserie (Bar-B-Q)	57
Pizza Ovens	43
Broasters	36
Packaging Equipment (bizerba style)	7

*Of those stores having these departments.

Instore Bakery*	
Service Display Cases	86%
Self-Service Cases	79
Dough Rolling Machines	21
Cookie Makers	21
Benier Machines	0

Equipment Automation	
Scanners	93%
Automated Climate Controls	71
Direct Store Delivery Controls	50
Produce Atmospheric Controls	43
Instore Computerized Inventory Control	21

TABLE 3

Most innovative areas of store equipment

- —Front End Equipment/Scanners
- —Service Department Equipment (Bakery/Deli/Fish)
- —Energy Saving Climate Controls
- —Refrigerated Cases and Controls
- —Automated Communications (scanners, home office, inventory)

TABLE 4

Equipment available that a store needs to be ready for 1990's

- —Service Department Equipment (especially ready to eat prepared foods)
- —Scanning and front end
- —Automated Energy Controls
- —Energy Efficient and refrigerated cases and freezers
- —Computerized backroom and inventory systems

SAMI UPDATE

HBA Loses Share and Volume with Weak April Sales, After a Strong March

BY ALAN MILLER JR.

Cough and cold medicines, and skin care aids continue to exhibit sales strength, but overall, sales were sluggish among HBA and other nonfoods products in April.

During the four weeks ending April 24, 1987, national food store unit volume was 0.2 percent behind the 1986 pace for a comparable period. The only product department with a poorer performance was dry grocery:nonfoods, where the decline amounted to 2.1 percent.

During the preceding 28-day reporting period, health and beauty aids sales performance outpaced all other product departments that SAMI reports on. Unit sales in all categories combined showed a gain of 0,8 percent for the four weeks and 0.5 percent for the 12-week period. The tonnage sales change for HBA products on an annual basis was 0.6 percent, which is the same minimal sales gain as was recorded by the five departments for the 52-week period.

As of the four weeks, the only gain amounting to more than 1 percent was the 3.6 percent improvement for refrigerated foods, where strong sales vitality for cheese, butter, margarine, cookies and rolls, as well as several miscellaneous refrigerated categories, helped to bolster the total department's sales.

Four-week HBA dollar volume was ahead 2.4 percent, but once again this performance was lower than the gains registered by the food departments—dry grocery:food, up 3.7 percent, frozen foods up 4.7 percent and refrigerated foods up 6.5 percent. Dollar sales of dry grocery:nonfood items were 2.9 percent behind the April 1986 level.

Three gainers

On a product group measurement basis, there were only three in the health and beauty aids sector with four-week higher volume in units: deodorants, up 2.5 percent, oral hygiene, up 1.8 percent, and skin care aids, up 8.7 percent. In each of these instances, however, the four-week trend versus a year ago was poorer than the 12-week interval. Five product groups shared in the loss postings, ranging in declines of 6.6 percent for shaving needs and 6.0 percent for first aid, and losses of less than 1 percent among hair care needs and proprietary remedies.

Here again, except for proprietary remedies, which had a 1.1 percent increase in this 12-week period, the current four-week loss rates represented weaker trends than those recorded on a three-month basis.

There are 52 product categories in which all brands and items in 54 different markets are being tracked, including dental aids and natural vitamins, minerals and supplements, which have not yet completed two years of SAMI reporting. As of the 28 days ending April 28, losses outpaced gains in unit sales through food stores on a 32 to 20 ratio.

In seven product categories, there was a double-digit rate of loss. However, there were eight HBA product categories with sales improvement amounting to more than 10 percent, led by a 34.9 percent jump in sales movement of lip care products.

All four of the baby needs categories are exhibiting negative sales trends on a four-week as well as an annual basis. On a 12-week basis, both baby products and baby oils, creams and lotions were in the plus column. The weakest trend is found among infant clothes, which are consistently losing ground in comparison with periods a year earlier. Nursing supplies are in the loss column after a brief upswing in February, when a gain of 0.1 percent was evident. For the product group as a whole, volume was 5.5 percent behind the level a year earlier, whereas this 12-week loss rate is only 1.4 percent.

In the deodorant product group, the four-week overall performance is close to the trend for the last three reporting periods combined (up 2.5 percent versus 2.8 percent). The two categories with trend improvement for four weeks versus 12 were the ones with gains: stick deodorants, with a gain of 10.9 percent (four weeks) and 10.7 percent (12 weeks), and feminine douches, ahead 17.7 percent (four weeks) and 11.7 percent (12 weeks).

Cream deodorants (-15.2 percent) appear to have been hardest hit by the growth among stick deodorants/antiperspirants, although roll-ons (-4.4 percent) and sprays (-7.1 percent) are consistently pursuing a downward sales path. Foot deodorants and athlete's foot remedies fell 2.7 percent for the four weeks in contrast to a 2.0 percent gain on a 12-week basis.

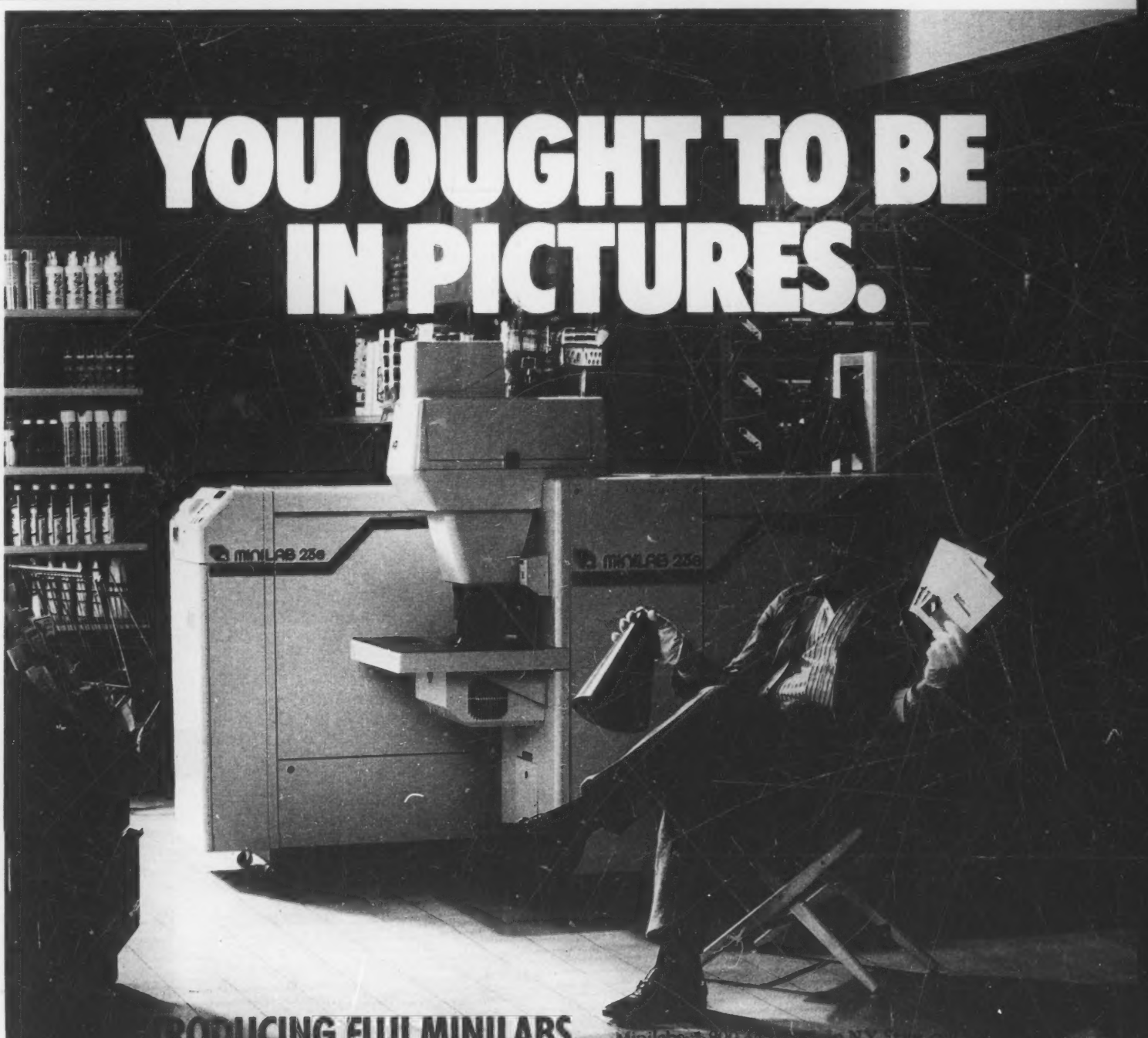
First aid

The most recent four-week trends for the two first aid categories monitored by SAMI are also unfavorable side-by-side the 12-week interval achievement. First aid antiseptics moved from a 12-week gain rate of 8.5 percent to a four-week drop of 1.4 percent, while the

loss rate for first aid products was 7.3 percent as opposed to a drop of 1.5 percent for the entire February-April period.

Of the seven hair care needs categories measured by SAMI, only one—hair sprays—had a four-week gain rate. However, this strong performance in a high volume category was sufficient to hold the product group loss to -0.8 percent, which compares with a 2.3 percent product group gain for the 12 weeks. In the year ending April 24, there are three hair care needs categories exhibiting growth: hair sprays (+13.7 percent), hair conditioning rinses (+0.4 percent) and hair setting needs (+4.9 percent).

Shampoo represents the category with the highest unit sales volume in this product group,


YOU OUGHT TO BE IN PICTURES.
INTRODUCING FUJI MINILABS
People take over 13 billion pictures a year. And every one of those people want the same two things: Immediate on-site service and pictures of the highest quality.
That's the reason 1-hour minilabs are becoming so successful. And with over 90% of the country owning cameras, the picture can only get brighter.
That's where Fuji Minilabs fit in. The Fuji Minilab 23S can fit into a very small space, as little as 17 sq. ft. So it can turn your current space into higher profit space. And thanks to our exclusive ACCS feature, anyone who can push a button can print perfect pictures automatically.
But take a look at the total picture. Fuji's advanced technology has developed superior products in all aspects of the photographic business. From minilabs, paper and chemicals to film and cameras. Plus we have a national leasing program and a training service system second to none.
So if you want to be in on the technology of tomorrow, call Fuji today.
For more information call toll free and ask for
Minilabs: 1-800-345-
8100. In Canada, write Fuji Photo
743 Renaud Avenue,
Dorval, P.Q. Canada H9P
2NI Canada.
FUJI. The Official Minilab and Film of the America's Cup 1987
FUJI MINILABS
For Breakthrough Profits.
Fuji Photo Film U.S.A., Inc., Minilabs
555 Taxter Road, Elmsford, New York 10523
Dear Fuji:
I want to be in pictures.
Send me more information about Fuji Minilabs.
NAME
COMPANY
ADDRESS
CITY, STATE, ZIP
PHONE
DATE
© Fuji Photo Film USA, Inc.

SAMI UPDATE

HEALTH & BEAUTY AIDS: SAMI FOUR-WEEK FOOD STORE UNIT TRENDS VS. YEAR AGO

PRODUCT GROUP AND CATEGORY	% CHANGE VS. YEAR AGO 4 WEEKS ENDING 2/27/87	4 WEEKS ENDING 3/27/87	4 WEEKS ENDING 4/24/87
BABY NEEDS	**– 0.2%**	**+ 1.5%**	**– 5.5%**
Baby Powders	– 3.1	+ 8.7	– 3.2
Baby Oils, Creams & Lotions	+ 3.6	+ 6.1	– 3.0
Infant Clothes	– 14.1	– 20.6	– 20.2
Nursing Supplies	+ 0.1	– 1.4	– 5.8
DEODORANTS	**+ 4.9%**	**+ 1.0%**	**+ 2.5%**
Sprays	– 1.0	– 8.1	– 7.1
Roll-Ons	+ 2.3	– 7.6	– 4.4
Stick Deodorants & Pads	+ 13.1	+ 8.0	+ 10.9
Creams	– 10.8	– 11.9	– 15.2
Deodorants & Talcum Powders	– 8.0	– 5.2	– 9.9
Feminine Hygienic Deodorants	– 4.3	+ 1.4	– 6.8
Foot Deodorants & Athlete's Foot Remedies	+ 4.2	+ 5.4	– 2.7
Feminine Douches	+ 0.9	+ 17.0	+ 17.7
FIRST AID	**+ 3.8%**	**+ 4.8%**	**– 6.0%**
Antiseptics	+ 17.9	+ 11.4	– 1.4
First Aid Products	+ 0.3	+ 3.1	– 7.3
HAIR CARE NEEDS	**+ 1.6%**	**+ 6.3%**	**– 0.8%**
Shampoos	– 0.6	+ 1.9	– 4.4
Hair Sprays	+ 9.5	+ 20.8	+ 11.6
Hair Conditioning Rinses	+ 2.8	+ 4.8	– 4.7
Hair Setting Needs	+ 4.3	+ 6.8	– 0.7
Home Permanent Kits	+ 3.1	– 9.1	– 2.7
Hair Coloring	– 15.0	+ 4.5	– 5.7
Hair Dressing Needs	– 6.8	– 4.3	– 3.7
ORAL HYGIENE	**+ 2.7%**	**+ 7.8%**	**+ 1.8%**
Toothpastes & Powders	– 5.5	+ 0.8	+ 1.4
Mouthwashes	+ 30.6	+ 33.5	+ 2.3
Breath Fresheners	+ 8.5	+ 11.3	+ 1.2
Denture Cleaners	– 5.7	– 0.1	– 3.2
Denture Adhesives	– 2.6	– 0.6	– 2.9
Toothbrushes	+ 6.7	+ 8.7	+ 6.0
PROPRIETARY REMEDIES	**– 3.0%**	**+ 0.6%**	**– 0.5%**
Antacids	– 1.0	+ 1.3	– 0.7
Internal Analgesics	– 3.3	– 9.2	– 6.4
External Analgesics	+ 0.8	– 4.3	– 15.9
Cold Remedies	– 3.2	+ 15.9	+ 10.5
Nasal Sprays—Drops—Inhalers	– 1.1	+ 8.7	+ 7.9
Chest Rubs	– 18.8	– 1.1	+ 1.1
Cough Remedies	– 12.1	+ 2.1	+ 5.7
Laxatives	+ 2.1	+ 2.0	– 4.2
Sleeping Aids	– 3.3	– 1.6	+ 18.9
Tranquilizers	– 13.0	– 15.7	– 15.0
Synthetic Vitamins	+ 17.6	+ 3.4	+ 1.1
Eye Care Products	+ 16.7	+ 19.6	+ 12.1
Appetite Suppressants	– 15.2	– 11.7	– 20.9
SHAVING NEEDS	**– 4.3%**	**+ 4.9%**	**– 6.6%**
Shaving Creams	– 1.2	+ 2.5	– 4.7
Pre-Shave Lotions	– 8.0	+ 2.2	– 6.6
After-Shave Lotions	– 8.1	+ 9.3	+ 3.3
Razor Blades	– 5.3	+ 5.6	– 8.3
Razors & Blades	+ 1.7	– 1.0	– 11.7
SKIN CARE AIDS	**+ 16.8%**	**+ 14.1%**	**+ 8.7%**
Hand & Body Creams & Lotions	+ 14.9	+ 20.0	+ 7.8
Facial Preparations	– 6.3	– 3.1	– 11.1
Lip Care Products	+ 49.7	+ 41.1	+ 34.9
Suntan Lotions & Oils	+ 12.3	– 11.1	+ 7.9
Cosmetic & Medicated Skin Aids	+ 9.0	+ 11.2	+ 10.1
TOTAL ALL CATEGORIES	**+ 1.0%**	**+ 4.3%**	**– 0.2%**

Unit sales movement in the shaving needs product group was disappointing, and four out of the five categories saw four-week losses.

and during the four weeks under scrutiny sales movement fell 4.4 percent, causing a 12-week rate of decline of 1.0 percent. Hair conditioning rinses, which had been in the black for the three-month period with a 0.9 percent gain, suffered a four-week loss of 4.7 percent. Hair setting needs lost 0.7 percent, but this was against a strong period a year ago, when the hair styling mousse products were still proliferating at a rapid pace. The four-week trends for home permanent kits (-2.7 percent), hair coloring (-5.7 percent) and hair dressing needs (-3.1 percent), although negative, represented slight improvements over the 12-week performance.

Except for the two perennial problem categories, denture cleaners (-3.2 percent) and denture adhesives (-2.9 percent), the trends in the oral hygiene product group firmed up. Not shown in this table is dental hygiene (dental floss, etc.), which has not completed a second year of reporting. Four-week sales in this category fell 0.8 percent, compared with an increase amounting to 6.5 percent for the full 12 weeks.

Toothpaste sales rose 1.4 percent, an improvement over the loss of 1.1 percent for the longer three-month interval or 5.9 percent for the full year. Mouthwash sales, in spite of the new Scope peppermint flavor, and new Sucrets and Plax products, went from a three-month upsurge of 22.2 percent to a modest 2.3 percent rise in April. Toothbrush sales advanced 6.0 percent.

In the proprietary remedies product group, there are 14 SAMI categories (including the recently added natural vitamins, minerals, supplements universe, which does not appear on the chart because it has not been tracked for two years) and, of these, there were eight with pluses and six with downward movement during April. The loss for internal analgesics amounted to nearly 1.5 million units or 6.4 percent. There were higher loss rates for external analgesics (-15.9 percent) and appetite suppressants (-20.9 percent), but on a significantly smaller volume basis.

Coughs up

All of the cough and cold remedy categories flourished, paced by gains of 10.5 percent for cold remedies, 7.9 percent for nasal sprays, drops, inhalers, and 5.7 percent for cough remedies. The chest rub increase was a more modest 1.1 percent. These trends all represented more favorable rates than for the three-month period. Sleeping aids, helped by new line extensions, were ahead more than 100,000 units in just a 28-day period over last year. Eye care products can be counted on for strong growth, and the 12.1 percent increase is higher than the 9.1 percent gain on a full-year basis.

Once again, unit sales movement in the shaving needs product group was disappointing, and four out of the five categories saw four-week losses, as high as -11.7 percent in the case of razors and blades and -8.3 for razor blades. The only plus sign was the 3.3 percent increase among after-shave lotions. Loss rates amounted to 4.7 percent for shaving creams and 6.6 percent for pre-shave lotions.

The facial preparations category continues to be the weak link in an otherwise growing skin care aids product group. The 10.1 percent four-week gain for cosmetic and medicated skin aids category matches the growth rate on a 12-week basis. However, two categories with gains had a reduced growth rate versus the three-month interval: hand and body creams/lotions (+ 7.8 percent versus 14.2 percent) and lip care products (+ 34.9 percent versus 42.6 percent). Suntan lotions/oils grew 7.9 percent during an important month for this highly seasonal category . The entire product group's four-week trend was a gain of 8.7 percent, or less than the 13.1 percent improvement on a 12-week basis.

EQUIPMENT STORY
Continued from page 29

manufacturer, that's better for us. It would allow us to run them off a production line, like cookie-stamping." But he doubts modularization will soon be sweeping the industry. "There are more custom requirements coming into our office than ever before. We respond," he says, "because we have to satisfy the changing demand. Otherwise we drop out of the picture."

As long as retailers are willing to pay a premium for a look that will distinguish their store from that of nearby competitors, Roland Teed and other custom shop managers will be busy juggling as many as 12 different custom jobs at once. "I don't know if modular will ever give the attractive displaying effect that customers going upscale today want to see," Teed says. But he adds that modularization is by no means the antithesis to custom design. "I think there's going to be room for both areas, down the road."

Going mobile

Dr. Richard A. Rauch, director of marketing for Costan/Foremost (East Hills, N.Y.), agrees with Teed's assessment. "I don't think 'custom' and 'modular' are conflicting trends," he says. "Especially in the service departments, supermarket operators are segmenting their market to a particular demographic group. But I don't see that conflicting with modules that can be wheeled in and used at different times of the year, for different applications."

Italy-based Costan/Foremost sparked considerable retailer interest in its Kiwi mobile produce cases and its Pony mobile demo cases at the recent FMI show, and demand for its Papillon freezer cases for high-impulse treats at the front end has been especially strong. "The biggest problem retailers have right now, besides getting enough of the cases, is keeping them filled with ice cream novelties," Rauch says.

Herb Ross says Costan's success with its mobile, self-contained refrigerated units is only one example of modularization's untapped potential. "I think [store planners] should re-think the supermarket with a clean sheet of paper," he says, adding that grocery stores, like department stores, could change their decor with the seasons, instead of remaining static for seven years between remodels.

As most retailers try to satisfy increasingly sophisticated consumer tastes with a massive upscale push, some retailers may be tempted to aim for the low-end void with a bare bones approach. But the failure of no-frills box stores in the late '70s and early '80s should serve as a warning. Consumers will always be attracted by low prices, at least for dry grocery items, but they may resent a store format that limits their selection of fresh perishables or forces them to downgrade their tastes.

Pressed by upscale competitors, even the most tight-fisted supermarkets may decide to spend lavishly on service departments. That, in turn, will add to the pressure to find ways to cut back on operating costs without sacrificing store-level service. And for many, labor-trimming technology will become increasingly attractive as hardware and software costs edge downward.

An expanding network of applications extending from the store's main computer will continue to wend their way from the front end scanners through the store aisles, the back room, the warehouse, and the offices for accounting, personnel, and advertising, radically changing the way these vital functions are performed.

Service minus labor

As the most visible employees, store-level personnel may be least likely to be reassigned or replaced by machines. After all, stores will be trying to outdo each other by giving consumers a perception of low price and high service. But some test studies, oddly enough, seem to indicate that consumer perception of service sometimes improves when retailers experiment with labor-trimming systems at the store level.

CheckRobot Inc.'s (Deerfield Beach, Fla.) Automatic Checkout Machine (ACM), in all seven lanes of a Kroger test store in Decatur, Ga., since mid-March, enables the store to process three lanes of self-scanning customers with three baggers and one cashier.

The system, dubbed "Service Plus," seems to have some food industry potential. And CheckRobot president David Humble's vision of stores with a fully-automated front end (see sidebar, p. 27) is intriguing. But depending on how important a full-service image becomes to a store's competitive positioning, the hyper-service impression delivered by front end innovations such as H.E. Butt's Remote Tender checklanes may leave ACMs in the dust. ■

EQUIPMENT: THE RETAILER'S VIEW
Continued from page 30

deli are important due to the eroding of the food dollar to fast-food restaurants, and the trend to smaller families—we are competing with the fast-food companies."

Service and self-service

From Table 2 it is clear that cases top the list as essential equipment for both bakeries and delis. In both departments most new stores will utilize a mixture of both service and self-service cases, indicating that the departments will offer consumers both the convenience of selecting from ready or easily self-packaged products while still offering the customized attention of the traditional service driven departments.

The function of protecting products in service cases has not gone unchanged. Better temperature controls on heating and refrigerated cases is an area where manufacturers have made real advances in the last few years, according to the retailers with whom SUPERMARKET BUSINESS spoke.

These advances, it is stressed, have helped the popularity of service departments, and have enabled them to offer a wider variety of products, such as prepared hot dishes, and self-service items such as salad bars with more exotic, but perishable contents. Most advances have come in equipment that relates "probably the perishables in your service cases, deli, bakery and service meats," says Ed Myers, president of Mayfair Markets (Compton, Calif.).

The evolution of the refrigerated and heated service cases has been a gradual process, and is likely to continue being enhanced for some time to come. Executives stress that there is not likely to be any major breakthrough or entirely new innovations in casing as we head into the 1990s, but there will be much in the way of refinements to the current crop of cases as they become more adoptive to operators needs.

Richard Salsbury, vice president-purchasing & services of Rosauers Supermarkets (Spokane, Wash.), reminds us of the refinements that were needed when the first European cases were introduced here. "An area of innovation is in the refrigerated cases, particularly in the service departments. It's what the refrigeration industry did when competition started with the European cases. When manufacturers first introduced the European clones they didn't work well in our market (U.S.). They have since adapted them with features like sealed glass doors, and gravity coils. They have adjusted to our needs and American shopping patterns."

By far the hottest topics in store equipment continue to be those involved with front-end automation.

"Scanning is expanding without a doubt; the information you can receive with which to run your business, and the accuracy of the amount of product coming through the back door is progressing," says Mayfair Markets' Myers.

When asked to comment on the innovativeness of manufacturers and how responsive they are to retailers needs, supermarket operators seemed to agree on two points. First, that equipment manufacturers are innovative to a point. The feeling is that manufacturers are innovative when it comes to making slow changes, or adapting equipment to what the market wants, but that there are no large innovations shaking the marketplace.

"I think manufacturers move slowly; anytime you're in manufacturing it's expensive to make changes. It would be nice to see someone who has enough guts to do something new—they all seem to do the same thing," says Norb Parsoneault of Hughes Markets.

In terms of responsiveness to the retailer's needs, some of those commenting feel that the manufacturers are responsive when the retailer expresses his needs, but that this is often after the equipment has been designed.

Richard Salsbury of Rosauers puts it this way: "They try to solve our problems. I've wondered why the manufacturers don't ask the questions of the retailers. They study the market, but they never really ask us what's good and not good. We've got gripes about types of cases. I'd love to give them some feedback. We try to listen to our customers."

Just as the equipment is changing and evolving into the 1990s state-of-the-art, the relation between retailers and manufacturers is changing and evolving. The change is best summed up by the director of merchandising for the southwestern wholesaler, who says: "Maybe we're doing a better job of communicating with the manufacturers. It used to be a one-way street, but now we're talking to them and they're listening." ■